

Education Channel Partner Editorial Calendar 2008-09

June-July	August-September	October-November	December-January	February-March	April-May
FEATURES					
K-12					
Demand Creation: Who's Responsible? Who Pays? <i>An Industry Roundtable</i>	Working Successfully With Partners <i>How to Make Win-Win Really Happen</i>	Selling Technology to Non-tech Budgets: <i>Getting Around Shrinking Technology Funds</i>	Data-Driven Sales <i>DDDM Is Not Just for Schools!</i>	What Do Schools Want? <i>A Superintendent's Roundtable</i>	The Best Reps (and the Best Companies to Rep) <i>An ECP Exclusive Survey</i>
HIGHER ED					
Creating Demand Among College Students	How to Forge Successful Partnerships With College Institutions	Tapping into Higher Ed Funding Sources	Data-Driven Selling in Higher Ed	Roundtable on Community College Needs	Who's Hot in Higher Ed Selling?
BYLINED COLUMNS					
ED SALES 101: A virtual training guide for education reps					
Creating a Territory Business Plan	Getting to the Top: What Superintendents Want From You	It's Never in the Budget!	Handling Objections	Developing a Business Case for Your Sales Proposal	How to Research Your Sales Territory Plan
REMOTE CONTROL: A field guide for channel managers					
Managing Channel Conflict	What Kind of Collateral Works (and How to Get Your Reps to Use It!)	Working With ESCs, Intermediaries, and Other Non-profits	Why Bigger Isn't Always Better: Selling to Medium & Small Districts	Working With a CFO Who Doesn't Get the Education Market	Consistent Messaging: Getting Your Reps on the Same Page
SOLUTIONS SELLING: An educator's view on schools' needs and how to meet them					
ELL	Online Security	Doing it Cheaper	Professional Development	Assistive Learning	Going Green
HOT TOPICS					
<p>Trend Spotting: A look ahead for value-added business opportunities</p> <p>Funding Fundamentals: An examination of funding news and trends</p> <p>Behind the News: An analysis of the events that impact education sales business</p> <p>Instant Expert: A 1-2-3 lesson on the tech tools everyone's talking about</p> <p>Letters From the Road: An education sales veteran answers readers' imponderables</p> <p>Road Warrior: Readers share their sales stories</p> <p>Useful Numbers: Numbers readers can use, from government, industry, and other important sources</p>					